

Customer No.: 07278

Attorney Dkt. No.: 06727/100H935-US1

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of : Oren ROSENFELD, et al.

Serial No. : Not Yet Assigned (Continuation of 09/714,798)

Filed : Concurrently Herewith

For : ELECTRONIC SHELF LABEL SYSTEMS AND METHODS

February 10, 2004

Hon. Commissioner of Patents and Trademarks  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

PRELIMINARY AMENDMENT

Prior to examining the above-referenced application, kindly amend the application as follows.

Amendment to the specification begins on page 2 of this paper.

Amendment and a listing of the claims begins on page 3 of this paper.

Remarks/Arguments begins on page 13 of this paper.